

It is our position that KSND is providing Community Service to the community it serves with it's programming initiatives, which have been derived locally, and proven effective as a driving force and an effective voice in the local community. We focus on the following areas:

LOCAL NEWS

We have a dedicated news staff, which produces 60, five minute newscasts per week, utilizing only local news, unless there is a national emergency. We focus on news that affects our listening area, and give people the information they need to conduct their lives, in a concise and accurate format. Our website, at KSND.com, is updated with the top news stories each day, and contains in-depth weather and traffic information. We will break into regular programming for special news events, such as the recent threatened eruption of Mt. St. Helens, which is less than 100 miles from the community.

PUBLIC AFFAIRS PROGRAMMING

We produce a total of one hour of Public Affairs programming per week, running at 7 a.m. on Saturday and Sunday. The program is called "Pinnacle", and is promoted during the week. Guests consist of decision makers who are in community leadership positions. It is issue oriented, and designed to inform on topics which have major impact in the community. We believe, that although we do not editorialize in the program, that major issues which might not have been aired or exposed on a wide basis have come forth to the community, and have been discussed by the appropriate agencies and people.

OPEN DOOR

KSND has an open door policy to the community. Community leaders and members of the public are encouraged to contact management with ideas, complaints, and suggestions. All e-mails of this type are read by management. When appropriate, we will produce PSA's, a Public Affairs Program, or a Community campaign to meet the needs that have been put forth. We also meet regularly with community leaders and have many of them on the air for regular interviews in Morning and Afternoon Drive time.

EMERGENCY RESPONSE

KSND is a member of the EAS system, and Amber Alert System. We provide on-site emergency reporting at major news events.

LOCAL PUBLIC SERVICE ANNOUNCEMENTS

KSND regularly airs PSA's for community events. These usually run on a once per hour basis, but are sprinkled into programming on an additional basis, as deemed necessary.

LOCAL ARTISTS

KSND supports local artists, whether they be musicians, potters, painters, carvers, etc. KSND supported the Salem Arts Fair with in-kind donations, and participated in the Art section of the Bite of Salem. Local artists are important to us. We provide interview time on an as-needed basis for the Oregon Garden Performing Arts, and participate in large numbers of events which include local artists at fairs and other community sponsored events.

COMMUNITY ACTIVITIES

We sponsor the March Of Dimes Walkathon. We are active in the Salem Arts Fair. We put a major emphasis on United Way. We promote the Oregon School For the Deaf through sponsorship of their annual "Nightmare Factory". We have a "Pet of the Week", which is sponsored by the Humane Society, and appears weekly on our website, as well as on our morning show. We strive to be involved in anything that is happening in our community.

Through all of our community activities, we have learned that volunteering is better than having activities legislated upon us. We do a better job, knowing we are doing this for our friends and neighbors because we care, about them, and for them.

Respectfully submitted,

Ernie Hopseker
Manager,
Radio Beam, LLC
Licensee,
KSND-FM